

CITY OF EL PASO, TEXAS
DEPARTMENT HEAD'S SUMMARY REQUEST FOR COUNCIL ACTION (RCA)

DEPARTMENT: City Manager

AGENDA DATE: 12/21/04

CONTACT PERSON/PHONE: City Manager, Joyce Wilson, (915) 541-4844

DISTRICT(S) AFFECTED: All

SUBJECT:

APPROVE: Personal Services Contract

BACKGROUND / DISCUSSION:

This vital position serves as liaison between the media, the public and City government. It is currently filled temporarily with an employee on loan from another department.

PRIOR COUNCIL ACTION:

No

AMOUNT AND SOURCE OF FUNDING:

Salary and benefits budgeted for FY/05 account #15010407-01101-501011

BOARD / COMMISSION ACTION:

Enter appropriate comments or N/A

N/A

*****REQUIRED AUTHORIZATION*****

LEGAL: (if required) LM

FINANCE: (if required) _____

OTHER: _____

(Example: if RCA is initiated by Purchasing, client department should sign also)

Information copy to appropriate Deputy City Manager

APPROVED FOR AGENDA:

CITY MANAGER: _____

DATE: _____

RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the Mayor be authorized to sign a Contract between the **CITY OF EL PASO** and **JULIET LOZANO**, to develop effective relationships with the media and to provide information to the public on city programs, projects, events and city government at a biweekly rate of \$2,115.38. The contract period shall be from December 27, 2004 through December 26, 2005.

APPROVED this 21st day of December 2004.

THE CITY OF EL PASO

Joe Wardy
Mayor

ATTEST:

Richarda Duffy Momsen
City Clerk

APPROVED AS TO FORM:

Maria Guadalupe Martinez
Assistant City Attorney

STATE OF TEXAS)
)
COUNTY OF EL PASO)

PERSONAL SERVICES CONTRACT

This contract entered into by and between the **CITY OF EL PASO**, a home rule municipal corporation hereinafter referred to as "City," and **JULIET LOZANO**, hereinafter referred to as "Employee," witnesseth:

WHEREAS, the City desires to engage the Contractor to develop effective relationships with the media and to provide information to the public on city programs, projects, events and city government; and

WHEREAS, Employee possesses the skills to render said employment to the City.

NOW, THEREFORE, the parties hereto mutually agree as follows:

1. SCOPE OF SERVICES. Employee shall perform the services found in Attachment "A" attached and made a part hereof, under the terms and conditions hereinafter stated, and the Employee hereby accepts and agrees to perform such services for the City of El Paso through the City Manager's office on behalf of the Mayor and Council and City administration, in El Paso, Texas.

2. TIME OF PERFORMANCE. The services of Employee are to commence on or about December 27, 2004 and be completed December 26, 2005.

3. COMPENSATION AND METHOD OF PAYMENT. Employee shall be paid a biweekly rate of Two Thousand One Hundred Fifteen and 00/100 Dollars (\$2,115.38). The employee shall work a minimum of forty (40) hours per week. Employee is classified as Exempt and is not eligible for overtime pay. The full time contract employee named in this Agreement shall be eligible for the following benefits:

A. The City's Insurance Plans. The full time contract employee named in this Agreement who is currently enrolled in any of the City's insurance plans shall be

eligible to continue to participate in and receive the benefits of those Plans in the same manner as similarly situated full time regular City employees. If Employee is not currently enrolled in any insurance plan, she shall be entitled to enroll in accordance with the provisions of those Plans as they may be amended from time to time.

B. The City's Pension Plan, in accordance with the provisions of the Plan. Election to participate in the City's Pension Plan must be made at the time of signing of this contract.

C. All paid holidays authorized by the El Paso City Council.

D. Accrual of vacation and sick leave in accordance with City of El Paso Civil Service Rules and Procedures. Employee shall be entitled to begin work as a contract employee with the total sick leave and annual vacation time he or she has accrued with the City as a beginning balance as of the date of this Agreement. Seniority for future accrual of vacation leave will be based on number of years of continuous City service immediately prior to the signing of this Agreement.

E. Deferred Compensation Plan in the same manner as similarly situated full time regular City employees.

F. Civil and Military leave in accordance with City of El Paso Civil Service Rules and Procedures.

G. Tuition Assistance Program under the terms of the City of El Paso's Policies/Procedures.

The City will provide no other fringe benefits. Employee agrees that at no time will she make a claim against the City for more than the rate provided under the terms of this contract.

4. LOCATION OF PERFORMANCE. The place where such services are to be

performed is in the, City and County of El Paso, State of Texas, or such other places as may be directed by the City Manager in order to fulfill the terms of this Contract.

5. LAW GOVERNING CONTRACT. For purposes of determining the place of the Contract and the law governing the same, it is agreed that the Contract is entered into in the City and County of El Paso, State of Texas, and shall be governed by the laws of the State of Texas. Venue shall be in the courts of El Paso County, Texas.

6. COMPLETE AGREEMENT. This agreement constitutes and expresses the entire agreement between the parties hereto in reference to the personal services of the Employee for the City, and in reference to any of the matters or things herein provided for, or hereinbefore discussed or mentioned in reference to such services, all promises, representations and understanding relative thereto herein being merged.

7. TERMINATION. Either party may terminate this contract without cause after thirty (30) days written notice to the other party of the intention to terminate this contract, or at any time by mutual agreement of the parties. Should the City have cause to terminate this agreement, the contract may be terminated immediately upon notification to the Employee of the cause for termination. The right to terminate the contract under the provisions specified in this paragraph may be exercised by the City Manager on behalf of the City.

8. MISCELLANEOUS. The City shall provide such office space for Employee as is necessary, in the sole determination of the City, for Employee to carry out her duties under this Contract.

9. NOTICE. Any notices required under this contract shall be sufficient if sent by Certified Mail, Return Receipt Requested, postage prepaid, to the City or the Employee at the following addresses:

CITY: City of El Paso
City Manager
Attn: Joyce A. Wilson
2 Civic Center Plaza
El Paso, Texas 79901-1196

EMPLOYEE: Juliet Lozano

IN WITNESS WHEREOF the parties have executed this agreement at El Paso,
Texas this 21st day of December, 2004.

CITY OF EL PASO

Joe Wardy
Mayor

ATTEST:

Richarda Duffy Momsen
City Clerk

EMPLOYEE:

Juliet Lozano
SSN:

APPROVED AS TO FORM:

APPROVED AS TO CONTENT:

Maria Guadalupe Martinez
Assistant City Attorney

Joyce A. Wilson
City Manager

ATTACHMENT "A"

SCOPE OF DUTIES

Duties include communication with the public about city programs, projects, events and other information about city government. Serve as central liaison with the news media, respond to inquiries for information, send out press releases, and coordinate press conferences for the Office of the City Manager and for other city departments. Photograph, document and publicize City achievements. Assist with updates to the City's website. Conduct research in order to create and maintain facts sheets and other background resources for both public information and to assist in preparation of speeches and information presented by the office of the City Manager and of other city departments. Plan and coordinate public meetings, coordinate public access to the City of El Paso. Help coordinate events and unify efforts of all City communications programs.

Juliet Lozano
[REDACTED]
[REDACTED]
[REDACTED]

OBJECTIVE

To be accepted as Communications and Public Affairs Manager for the City of El Paso.

EDUCATION

University of Texas at El Paso [Emerging Leaders Association],
B.A. Organizational Communications/Public Relations, Minor in General Business
University of Phoenix, M.A. Organizational Management

QUALIFICATIONS

- **Six years experience in Public Relations/Communications**
- **Strong Professional Management Skills**
- **Outstanding Interpersonal and Organizational Skills**
- **Excellent Media Relations Experience**
- **Successful Creative Event Coordination**
- **Passionate, detail oriented learner that rapidly adapts to emerging issues**
- **Multi Language Communicator: English, Spanish and Sign Language**

WORK EXPERIENCE

Ysleta Independent School District 1998- 2004

July 2004-September 2004

Interim Executive Director

Community Initiatives Department

- Public Information Officer (PIO) for Ysleta Independent School District and serving as the primary liaison with news media
- Strengthen a credible and effective relationship with media outlets in providing information on a daily basis
- Successfully obtain media coverage for Ysleta ISD campuses and departments to highlight programs, events and accomplishments
- Initiate networking outside of local media to include School Board News Magazine, Education Weekly and various other outlets that afford the opportunity to highlight district initiatives
- Research and develop talking points for the Superintendent and Board members for various events
- Manage and organize staff to effectively support YISD departments and district initiatives
- Refinement and organization of Community Initiatives programs to include Volunteers, Partners In Education, Video Production Team and district publications
- Supervise the coordination of district events; press conferences, ribbon cuttings and groundbreakings
- Launch District PR piece initiative to assist in recruitment and showcasing accomplishments throughout the district

Ysleta Independent School District

September 2004-October 2004

November 1999-July 2004

Public Relations Specialist

Community Initiatives Department

Assist the Executive Director of Community Initiatives in organizing and implementing various public relations initiatives

- Gather information and write news articles for district publications
- Write, edit, and distribute media advisories
- Respond to media requests for information a daily basis
- Organize/maintain the development and completion of various printed materials
- Develop and create press kits
- Coordinate news conferences and other media and public relations events
- Coordinate media tours and various events highlighting district accomplishments
- Coordinate district ribbon cuttings and groundbreaking celebrations
- Assist in coordination of various district initiatives such as district employee conferences and Superintendent's meetings
- Member of the Ysleta ISD Crisis Management Team (DCMRT)
- Act as spokesperson at the discretion of Executive Director
- Successfully obtain media coverage for district initiatives and campus events
- Research and develop talking points for Superintendent
- Assist various departments in coordination of district workshops
- Developed and strengthened effective relationships with outside agencies and assist with various projects. Agencies include: El Paso Fire Department, El Paso Police Department, Federal Bureau of Investigation, City of El Paso Parks & Recreation, Community Block Development Department and United Way of El Paso

Ysleta Independent School District

January 1998-October 1999

Intern

Public Outreach Department

Responsible for assisting the Director of Public Outreach in organizing and completing various projects.

- Responsible for the weekly preparation of the Principal Information Packet (PIP)
- Coordinated 1999 Teacher of the Year Banquet
- Created and designed program for Teacher of the Year Banquet 1998 and 1999
- Assisted with the organization of 1998 Summer Graduation Ceremony and coordinated 1999 Summer Graduation Ceremony
- Instrumental in the organization of the 1998 and 1999 district employee conference at the Don Haskins Center attended by over 6,000 employees
- On loan to the Curriculum and Instruction Department (Minerva Acosta) – compiled the Discretionary Funds Grant Report for the 1998 academic year
- Additional Projects:
 - Hosted performers for Black History Celebration 1998 and 1999
 - Assisted with contacting and disseminating information for Kids Voting with Nancy Crowson
 - Designed and created numerous visual displays at Central office for the Ysleta Education Foundation and Teacher of the Year
 - Wrote program for the Administrators Retirement Dinner 1998 "Recognition of Legacies"
 - Instrumental in the organization of the 1999 Student Success Spectacular

Co-Owner of Antonio's Mexican Restaurant

February 1992-December 1993

- Responsible for strategic marketing of a restaurant
- Public relations representative
- Scheduling and overseeing employees
- Organizing personal and public service functions

Manager of Accents Restaurant

September 1991-January 1992

- Responsible for scheduling employees
- Coordinate special events
- Maintain business relationships with vendors and clientele
- Manage daily restaurant activities

RELATED VOLUNTEER EXPERIENCE

- Miss Deaf El Paso Pageant 1998 and 1999
Assisted in organizing the pageant: responsible for marketing the pageant, obtaining prizes and prepared contestants; served as public relations liaison to media and community.
- KVIA TV Channel 7/ National Captioning Institute Grant 1990
Responsible for initial marketing of campaign to obtain closed captioning of local news for hearing impaired.
- Kid's Day (Coldwell Elementary School) 1993 and 1994
Assisted in the organization of event: acquired permits, recruited participants from local businesses for parade, scheduled speakers, generated donations and obtained and official proclamation for Kid's Day from El Paso City Council.
- Kid's Day (Clardy Elementary School) 1996 and 1997
Responsible for generating donations and recruiting participants for the parade, which included mascots from various businesses, television personalities and city officials.

COMPUTER APPLICATIONS

Microsoft Word, Corel Word Perfect, ClarisWorks, and Internet Applications. Familiar with PC and Mac operating systems.

REFERENCES

Chris Rodriguez
Assignment Director
KDBC Channel 4 Television
(915) 496-4481

Yvonne Juarez
Assignment Director
KVIA TV Channel 7 ABC
(915) 533-7891

Gustavo Reveles Acosta
Education Reporter
El Paso Times
(915) 546-6133

Lt. Raymundo Resendez
Office of Emergency Management
El Paso Fire Department
(915) 771-1011

Vern Butler
Superintendent
Anthony Independent School District
(915) 886-6500